

# Connected & Automated Driving

Monali Shah

Director, Global Intelligent Transportation

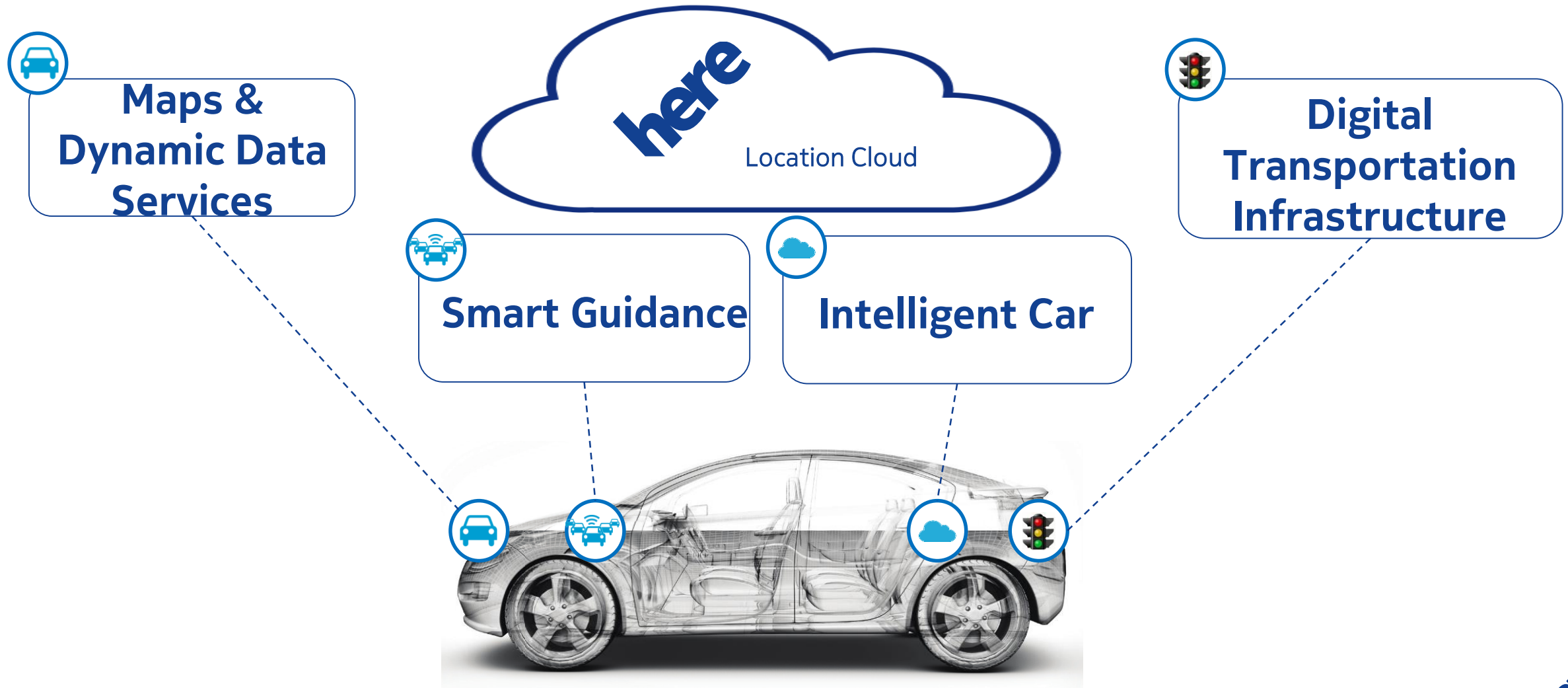
HERE Connected Driving

[monali.shah@here.com](mailto:monali.shah@here.com)



# Connected Travelers, Vehicles, Infrastructure

## Cloud-based data management and analytics to enhance safety, mobility, environmental and economic efficiency



# HERE Automated Driving Framework

The problems we are solving...

1. Where exactly am I?
2. What lies ahead?
3. How can I get there comfortably?





Technology is rapidly transforming the role of the automobile. Today the advent of Highly Automated Driving creates new opportunities for manufacturers and new experiences for drivers. HERE has spent 30 years creating location-based experiences, making us the perfect partner to help carmakers accelerate the next evolution of the automobile.

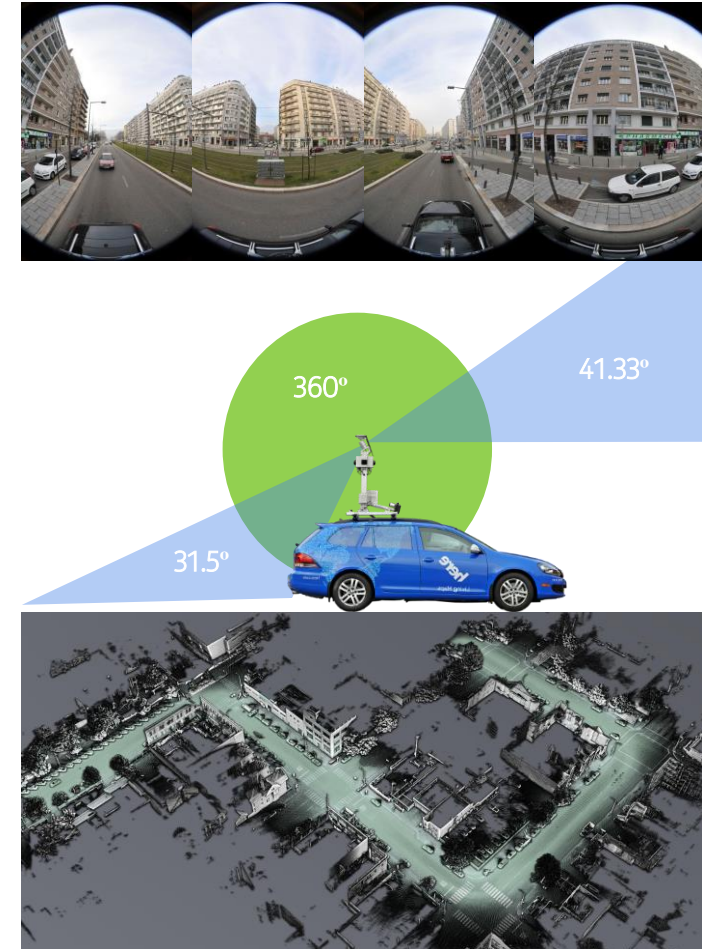
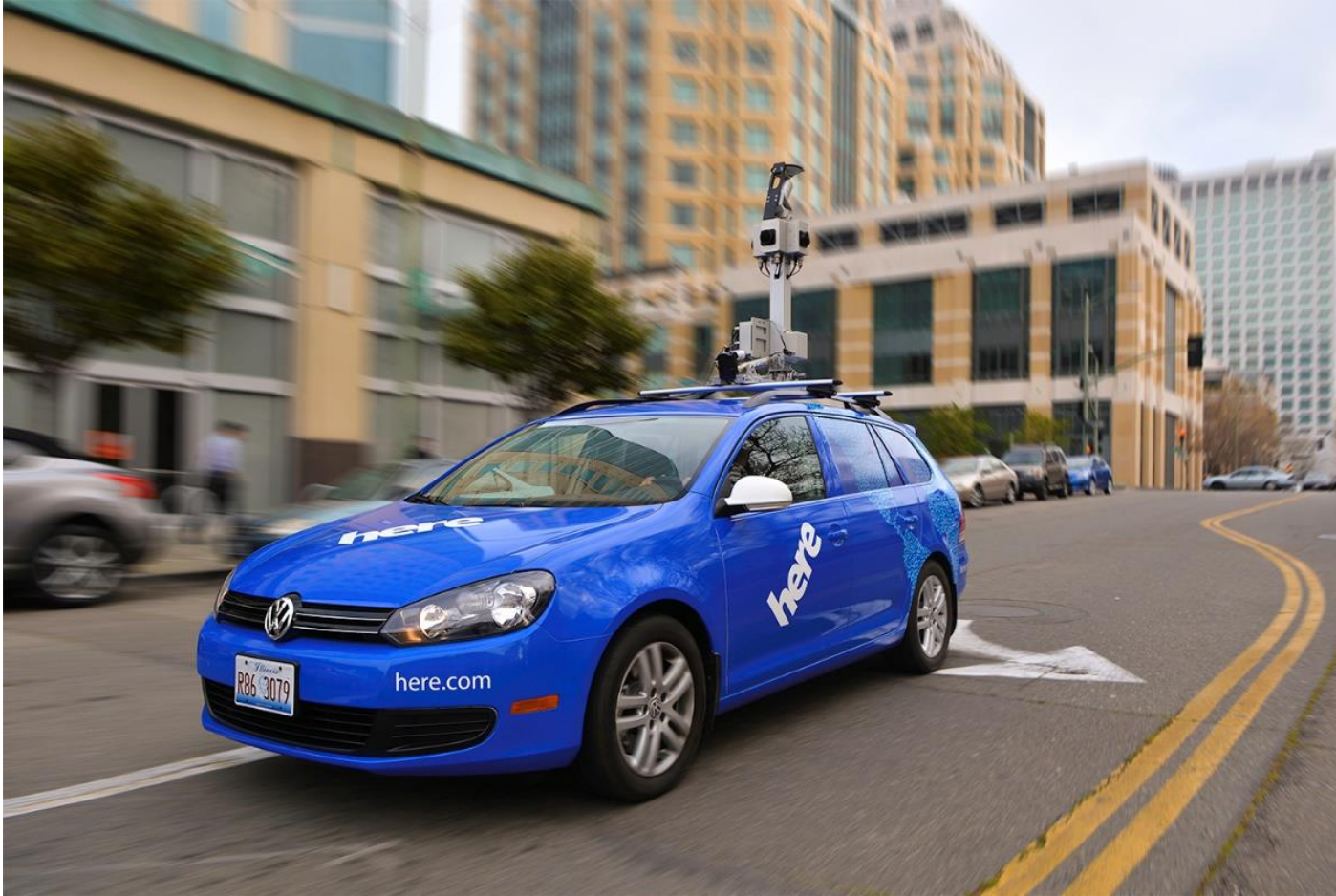


Growing in car sensor processing power will drive this evolution. Cars will use the explosion in sensor data so that they can move independently of their drivers. HERE's location cloud aggregates and interprets sensor data across auto makers in order to enable cars to make sense of their environments.

Our Intelligent Car offering relies on three integrated components – [HERE HD Map](#), [HERE Live Roads](#) and [HERE Humanised Driving](#) - that together deliver the promise of self-driving cars.



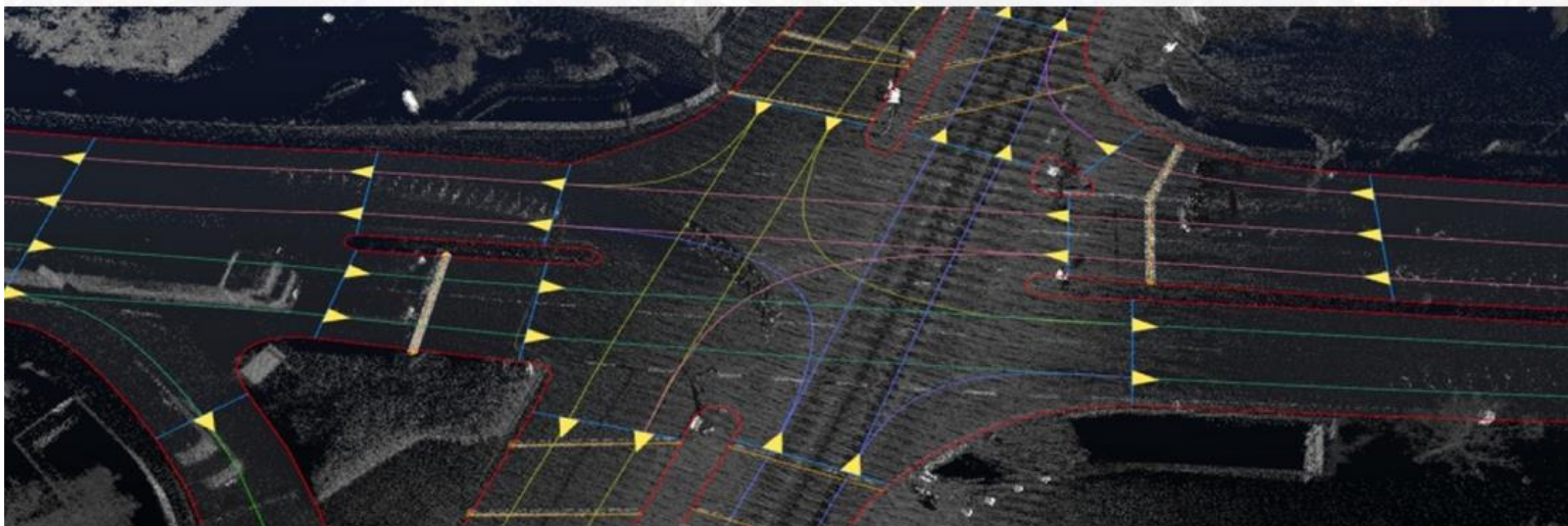
# Leveraging HERE True System technology





# HERE HD Map

The HERE HD Map is highly accurate, providing the lane-level detail crucial to the advancement of highly automated driving. The HD Map enables a vehicle to precisely position itself on the road within an accuracy of 10 to 20 centimetres. Combined with sensors, the lane-level precision provided by the HD Map facilitates a smooth, safe and comfortable drive.





# HERE Live Roads

To make safe driving decisions, vehicles need to know in real-time what's happening around them, beyond the reach of sensors. HERE Live Roads provides that visibility, processing and integrating real time sensor data such as real time traffic information, weather, road conditions and lane closures.







ALL PROBE SOURCES

24 Hours @ 15 min Epochs

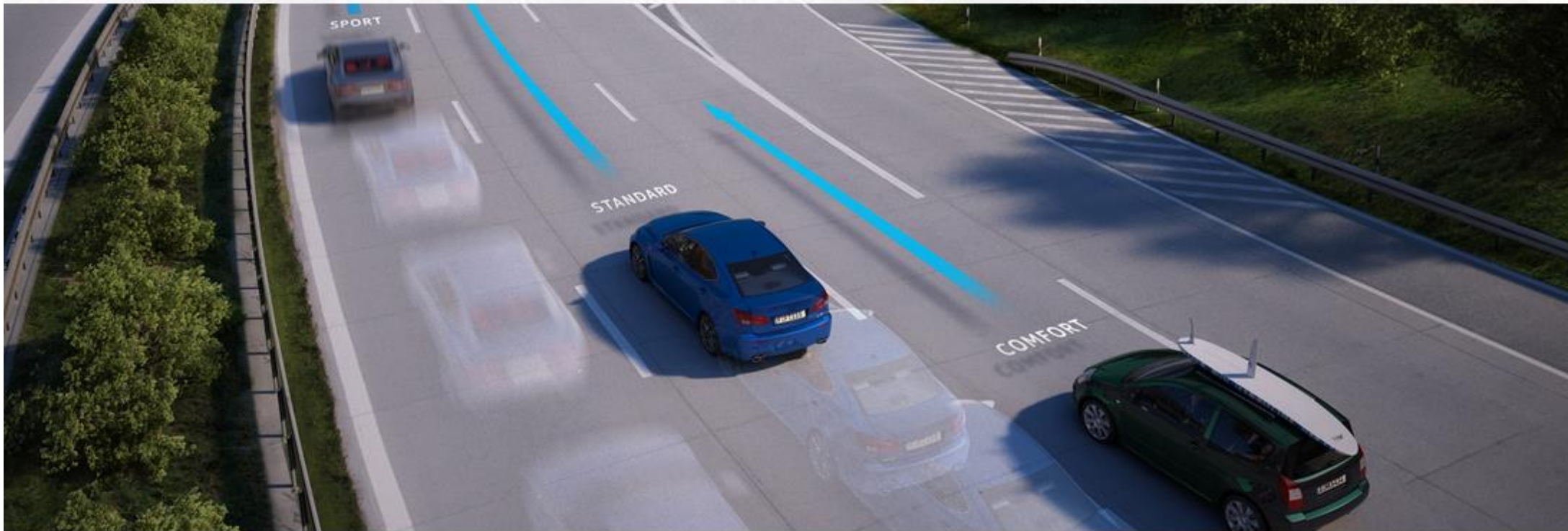
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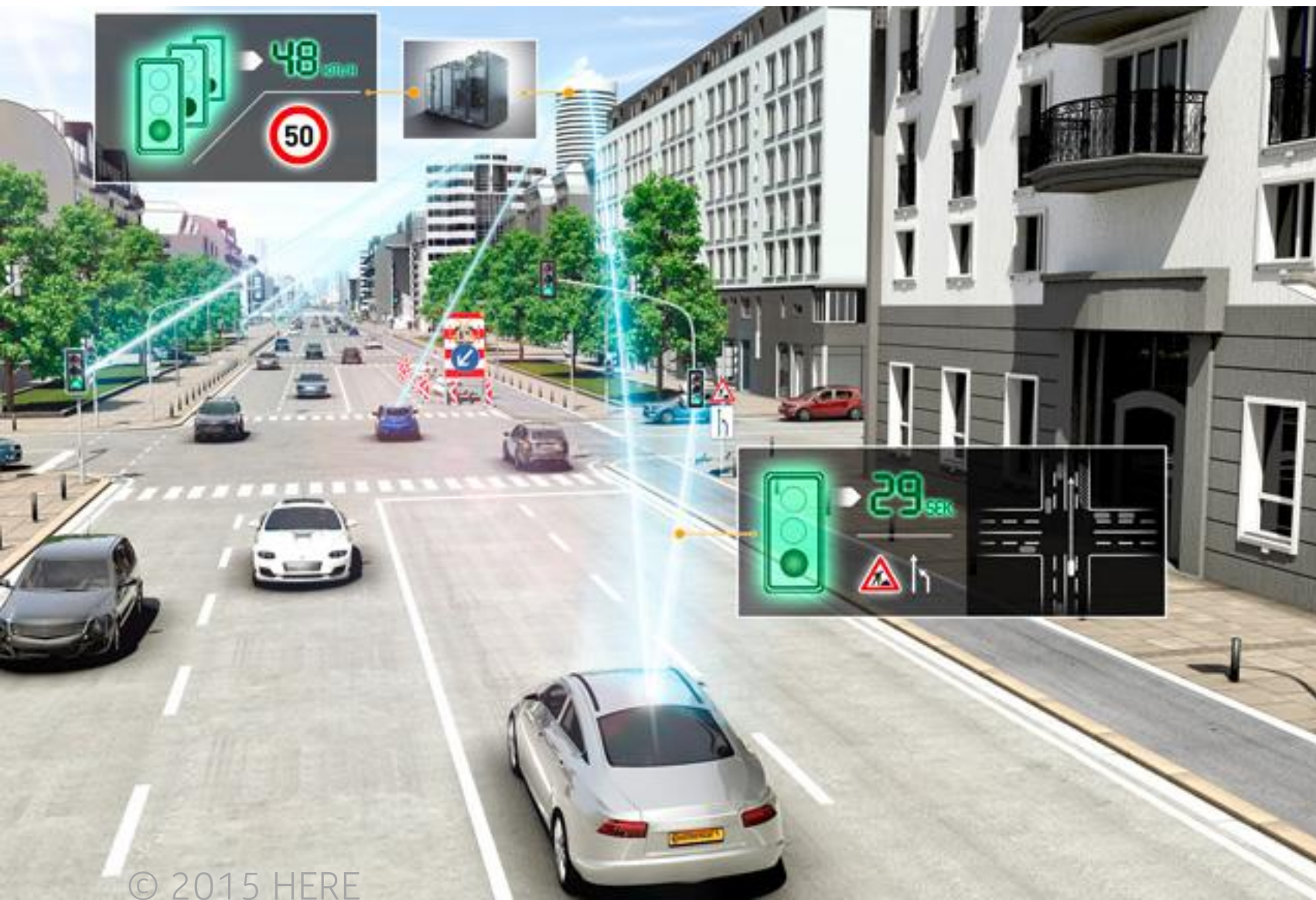
# HERE Humanised Driving

For highly automated vehicles to gain broad acceptance in society, they must provide for a comfortable and familiar driving experience. HERE Humanised Driving uses actual driver behaviour data to instruct the vehicle on how to drive more like a human and less like a robot.





# Continental's Dynamic eHorizon powered by HERE



Scania trucks



**Continental**



here



# Finnish Transport Authority V2X Pilot

- Collaboration between government agencies, industry, and research institutions
- Hazard warning pilot integrating agency, vehicle, and user data to alert drivers



## Mission:

- Demonstrate performance and suitability of LTE network in support of ITS Directive
- Validate safety and traffic benefits of driver environmental awareness messages
- Provide necessary evidence to mandate national deployment
- Interoperability across Nordics

# Jaguar Land Rover Connected Navigation powered by HERE

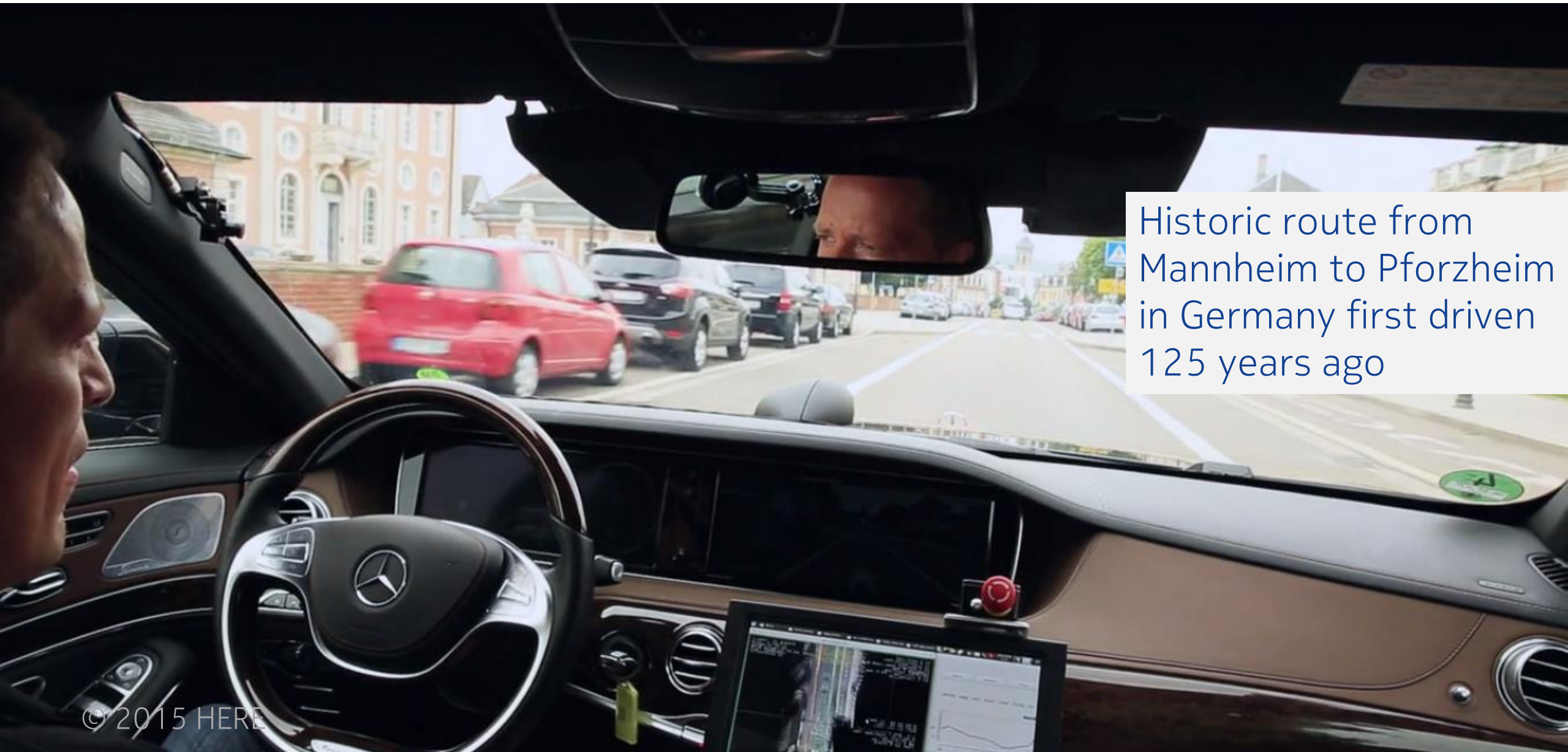


Real-time awareness with route personalization





# Mercedes showcases self-driving S 500 powered by HERE



Historic route from Mannheim to Pforzheim in Germany first driven 125 years ago

# Michigan Mobility Transformation Center

HERE supporting with mapping, real-time, and cloud computing technologies



With Support From





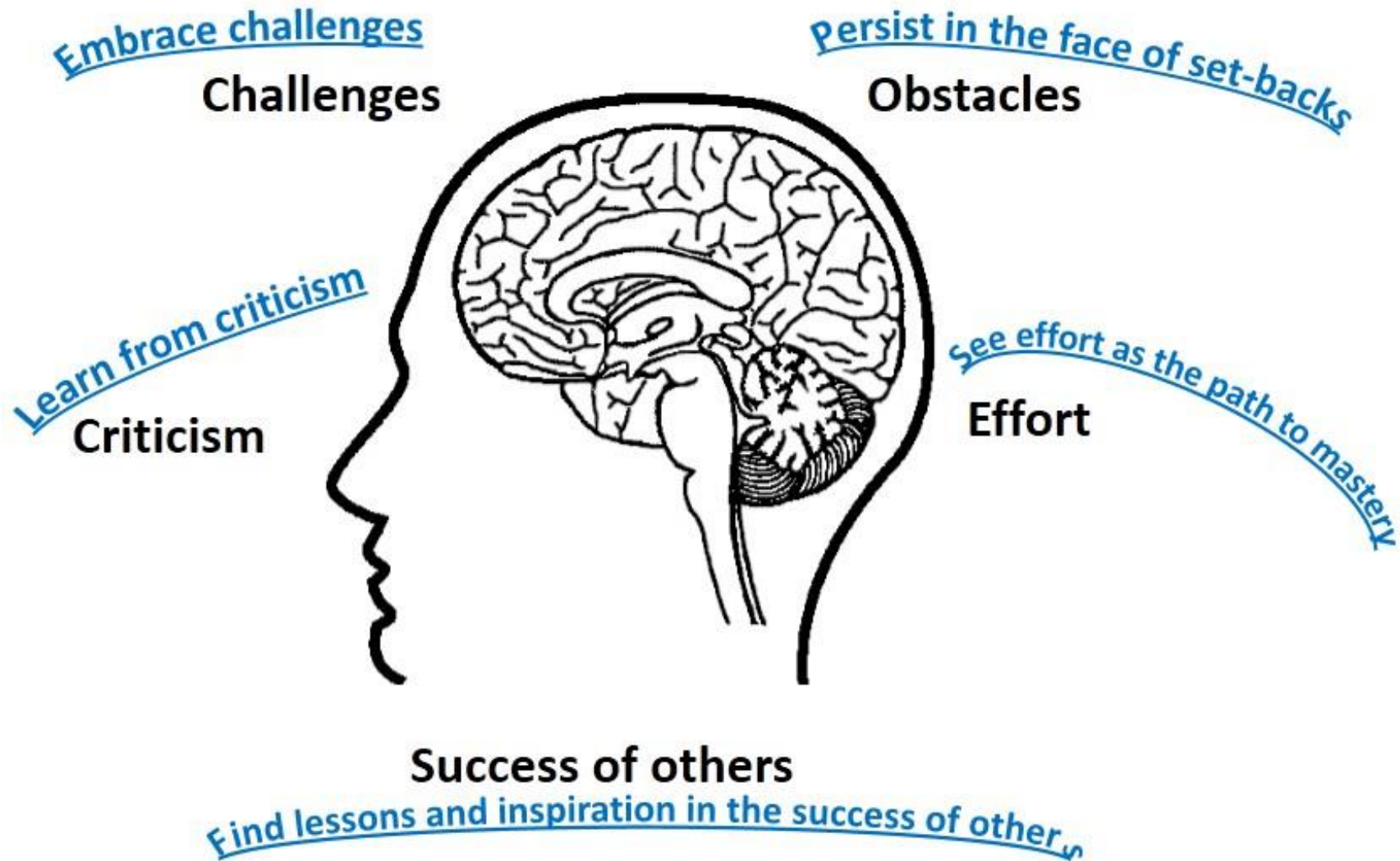
# Intelligent Transportation of the Future

Transforming mobility

Meaningful partnerships  
with industry leaders and  
transport authorities

Partner to bring the vision  
of intelligent services to life









**here**

**Thank you!**

[monali.shah@here.com](mailto:monali.shah@here.com)